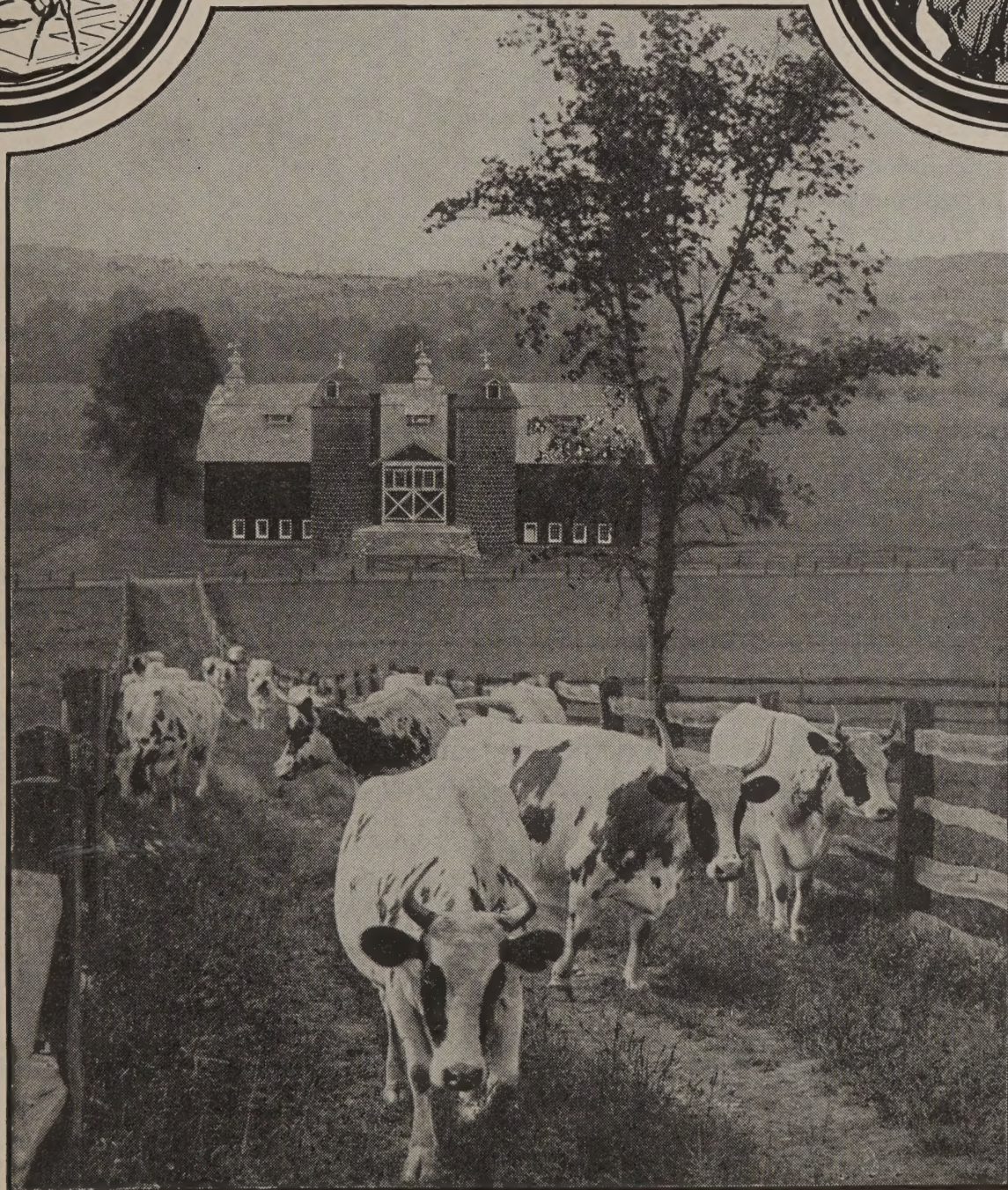


JAMESWAY

FARM ENGINEERING



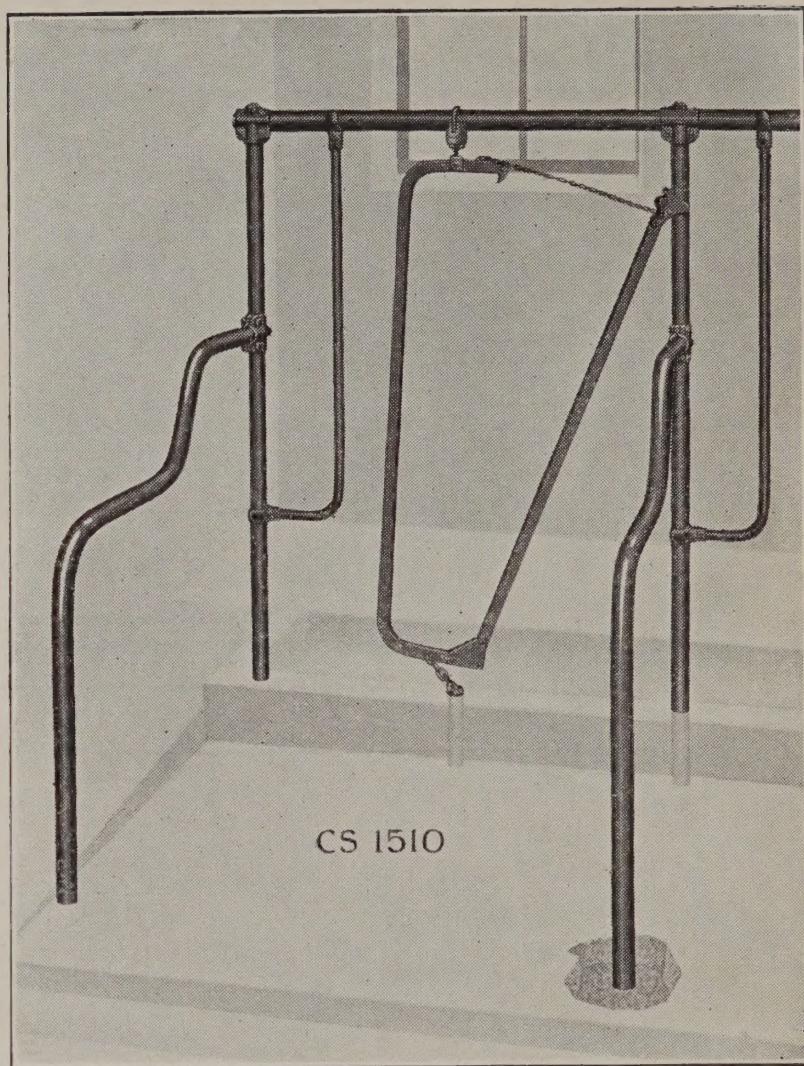
FEBRUARY—MARCH—1923



7⁷⁰ for this Jamesway Stall

Just as you see it here!

There is a Jamesway stall to meet every need, to meet every purse! Jamesway quality is always standard, whether you pay \$6.75, \$7.70 or more. The same quality of steel, the same inspection, the same finish, runs all through the line.



Here's what you get in the \$7.70 Jamesway stall — stall posts of high-quality pipe, $1\frac{5}{8}$ inches outside diameter; best malleable, dust-proof fittings; (cut thread bolts used throughout); triple curve stall partition; stanchion made of special steel U-bars; hinge and lock at side; one-hand, cow-proof lock; adjustable in neck space; strong, durable.

You Can Get a Jamesway Stall at as Low a Price as **\$6.75**

Your barn, equipped with Jamesway stalls, with or without the special comfort and labor-saving features, will be a Jamesway barn. The low-priced stalls, if these are all you think you can afford right now, will give you good service in every way.

But for the man who wants the very best he can get in cow comfort, cleanliness, protection, and in his own ease in caring for them, we recommend a consideration of the special Jamesway features that have made Jamesway Barn Equipment the standard by which others have been judged for years.

Whether you intend to build, remodel, or simply put in equipment

Get Jamesway Direct-to-Farmer Prices First

JAMESWAY FARM ENGINEERS

James Manufacturing Co.

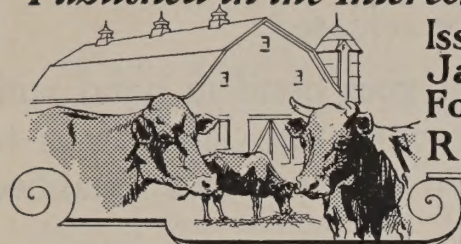
Fort Atkinson, Wisconsin

Elmira, New York

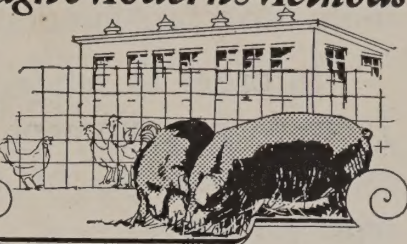
Minneapolis, Minnesota

JAMESWAY FARM ENGINEERING

Published in the Interests of Better Farming through Modern Methods



Issued Nine Times a Year by the
Jamesway Farm Engineers
Fort Atkinson, Wisconsin
R. R. KREBS, EDITOR



February-March, 1923

Direct-to-Farmer Service

Gives You Jamesway Equipment at Lowest Cost

With the first of January, 1923, the Jamesway adopted the policy of marketing its equipment and offering its service along farm engineering lines *direct to the farmer user* through its own trained and qualified Jameswaymen.

We have traveled for seventeen years along the barn equipment road. In these years we felt that our responsibility to our farmer patrons extended beyond the mere making and selling of good equipment. It embraced not merely the furnishing of equipment, but the planning of the building — location, wall construction, floor layout, lighting, ventilation, drainage, and other numerous considerations — so that the farmer might get all the service and satisfaction that equipment was prepared to render.

The planning of the individual farmer's proposition to bring about the most efficient, economical, and profitable operations is distinctly a FARM ENGINEERING SERVICE. We have tried to render that service for some years through our own field men working in conjunction with local dealers.

With the broadening of our service, to include not only the dairy barn, but also the poultry house, the hog house, farmstead planning and layout, and ventilation of farm buildings, it became increasingly difficult, if not impossible, for the dealer to render that service as we desired and as our farmer customers had every right to expect it to be rendered. The burden of rendering this service fell more and more upon our own men who had the experience and training that would qualify them to render it.

A few of our good dealers qualified themselves by hard work and study to render this engineering service. By far the great majority, however, did not feel that they were able to master the knowledge required and to render



the service that was expected of them, on a profitable basis. Very many of these have fair-mindedly told us so and asked to be released.

In order to render the engineering service that goes hand in hand with Jamesway equipment, therefore, there was but one course left for us to pursue, namely, to render it through our own trained and qualified representatives.

This change enables us not only to render our farmer friends a better, bigger, broader service on all farm problems, but it enables us at this time to maintain our present prices. Because of the rapidly mounting costs of raw materials it would have been absolutely necessary for us to increase the prices of Jamesway equipment quite materially by January first. By marketing our equipment **direct to you** therefore we are giving you the benefit of a **direct-from-factory price**, and in addition are rendering a service no other organization is qualified or prepared to render.

Probably you are planning some improvements for 1923. Whether they are to be on a large or small scale, it will pay you to find out *all* about Jamesway Service and our direct plan of selling. The whole story is told in a new Jamesway booklet "What We Should Know About Each Other."

Send for this booklet. Read it, and check your building, remodelling, ventilation and equipment needs. This is the time to make your money go farthest — to make necessary improvements and to save money in making them.

We have a Jameswayman in your territory. If you contemplate building, remodelling, or equipping, ask us to have him drop in on you and talk your proposition over with you. There is no obligation.

Jamesway Farm Engineers

James Manufacturing Company

Fort Atkinson, Wis.

Elmira, N. Y.

Minneapolis, Minn.



James Farms, the testing ground for all Jamesway plans and equipment before they are offered to farmers.

A National Farm Engineering Service

When we first began to manufacture and sell stalls and swinging stanchions, we were immediately confronted with the necessity of preparing satisfactory floor plans for users of this equipment. With the addition to the line of pens, litter carriers, drinking cups and other items of equipment, the proper layout became even more important.

This led to the careful study of the barn, including not only the floor layout, but the proper dimensions, including the length, the width, the height of ceiling, as well as the actual construction and planning of the entire barn. Even the silos had to be conveniently located, and so there developed the Jamesway barn planning service, which has prepared plans and specifications for thousands of dairy barns throughout the United States.

The consideration of the barn as a factory wherein human food is produced, led Mr. James and those associated with him to look upon the farm in the same way that they would look upon a factory.

It is possible for a factory engineer to study factory requirements and lay out the factory for economy in production, the saving of time and labor. These same engineering principles have been applied to the barn.

The planning and construction of farm buildings is technical in character, and strictly the work of engineers, if these buildings are to render a satisfactory service. Each building must be designed and planned to fit the exact needs of the individual farmer. The equipment must be arranged to conserve every foot of space

and to bring about the most efficient, economical operation.

The engineers planning these buildings must be familiar with all types of building materials; they must be able not only to plan satisfactory barn arrangement, but to tell exactly the dimensions or quantities of the various building materials; they must know the kinds having the longest life and making for durability in completed structure. A man who is untrained and without a thorough knowledge of the strength of materials, often, for the sake of safety,

uses materials in quantity or of such dimensions as are not justified from the standpoint of economy, resulting in a large financial loss to the farmer. On the other hand, he may, through false economy, skimp on materials here and there, thus weakening the construction, shorten the life of the building, and endanger not only the life of the stock, but of men working in the barn.

An instance of this kind occurred in a big, fine-looking barn re-

cently, when the floor loft over two bents of the stable suddenly gave way under a heavy load of baled shavings, and just missed killing two of the boys working in the stable. This accident happened because of the lack of the right kind of engineering service in the planning of the barn.

In the erection of great "skyscrapers" in the cities, skilled engineers are employed to design and superintend the erection work, because they know strength of materials. What wonderful loads those seemingly small fabricated steel beams and girders carry! The building of bridges across streams is not left to guesswork, but





Jamesway interest in a customer extends beyond the equipment the farmer buys. We want our customers to get the best possible results from the equipment they install.

is done by only the most skillful engineers. Just so, Jamesway Farm Engineers must be able to determine the load-carrying strength of materials going into trusses, girders, joists, posts, walls, foundations, etc. These are things, which, when left to guesswork, lead to disaster.

Jameswaymen are trained from an engineering viewpoint. They are given the results of the long years of hard and careful study which the Jamesway organization has devoted to farm engineering problems.

As special problems have arisen in the development of the industry, competent men, trained in farm engineering, have been added to the staff to do actual research work and to render personal service to the farmer; to assist in training the Jameswaymen in farm engineering problems.

The territory assigned to each Jameswayman is small, so that he may come in personal contact with as many farmers as possible, and assist them in the solution of their farm problems.

The location of the house, barn and other farm buildings is very important, affecting as it does, the efficiency as well

as the appearance of the entire farmstead layout.

One has only to drive along any highway in America to realize that very little thought has been given to the proper planning of farmsteads. In many instances, the buildings are grouped so poorly that the farmer can do his work only inefficiently and with a great loss of time and labor. In most instances no thought has been given to a pleasing appearance from the highway, no thought has been given to the fact that a good-looking farmstead adds many hundreds of dollars in value to the farm itself.

The farm buildings should not only be properly grouped, but the architecture and design should be taken into consideration, so that they will be in keeping with one another and with the surroundings. Jamesway farm engineers have even considered various materials used in the finish of buildings, as there are many types of finish.

The ventilation of farm buildings, including the barn, poultry house, and the hog house especially, is strictly an engineering problem, and can only be solved in a satisfactory manner for each individual

farm, by men competently trained in this one subject. The ventilation problem is not the same in any two farm buildings; each one, of necessity, must be considered individually. The furnishing of pure, fresh air to live stock is of vital importance, and is easily accomplished by trained engineers, thoroughly conversant with the fundamental principles of farm building ventilation.

The necessity of producing clean milk makes the dairy house one of the most important buildings on the farm. It must be conveniently located. It should have good drainage, both on the outside and on the inside. It should be designed to fit the needs of the individual farm. The equipment does not need to be of the most expensive nature, but should be sufficient to properly clean the milk utensils and to care for the milk.

There are two important sides to profitable farming. The first is economical production, and the second is efficient

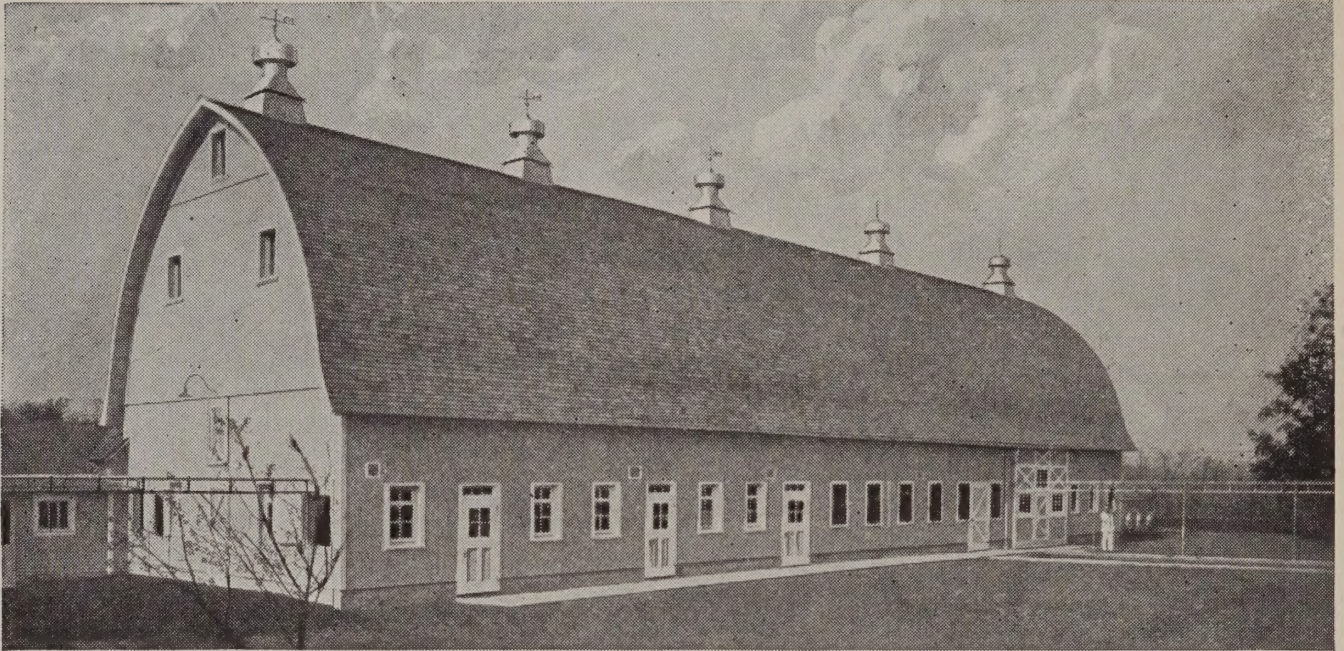
marketing of products. Many farmers have been assisted by this organization in the better marketing of their products, and today have their farms operating on a very profitable basis.

Jamesway Farm Engineers in planning farm buildings and farm layouts work from a practical point of view to make the farming operations as profitable as possible, in order that the farmer and his family may enjoy to the greatest degree the comfort and luxuries of life.

In other words, Jamesway Farm Engineers do exactly what the name indicates. They are continually studying farm problems, coming in contact with them daily in all parts of the United States throughout the activities of the many Jameswaymen visiting the best American farms. Whatever your farm problems may be, a post card or letter to the Jamesway Farm Engineers will bring to you real service, a service which has already been appreciated by many hundreds of farmers.



Be sure you're right; then go ahead! Let Jamesway Engineers help you on your planning or building projects. There is no obligation.



Build your barn on paper first. Then you'll be getting the barn you want at the lowest cost.

You Can't Get More Than Ten Cents Out of a Dime

"You can't get more than ten cents out of a dime" the old saying goes. You can not get more out of a thing than there is in it. You can't get more out of a man than there is in him. You can't get more out of a barn than you have built into it.

Tom Smith decides to build a new dairy barn. It does not occur to Tom to make sure of getting ten cents out of his dime before he spends it and so he goes to Bill Jones, the local carpenter, and tells him he'd like to have a new barn.

"I want a good-sized barn, Bill, and a nice-looking barn. How much is it going to cost me?"

"All right, Tom. How big a barn do you want—about forty by seventy? Built one like that for Hank Lewis three years ago. Nice-looking barn, ain't it, Tom? Cost him only \$4900 complete. Everything's higher now, of course, but I guess I can give you the same job for about \$5700 now. I'll figure it up and see you Wednesday."

Tom Smith builds his barn on about that basis. He does not pay any attention to the "works" until the barn is finished and he begins to arrange for placing his

cattle and doing his chores. Then he discovers that although Bill Jones, his carpenter, was a mighty good, conscientious worker, he was no farm engineer. He finds out that Bill Jones, in order to remain within his low estimate and at the same time build the barn he wanted without using inferior materials, had built the stable only seven and a half feet high, had not covered the joists and studding, had put in fewer windows than were necessary to properly light the barn, had placed the silos where it would cost less to place them, but where it was most inconvenient for him to handle the silage, and had done many things that made the barn a most unsatisfactory workshop.

Instead of having built a money-making, time-saving barn, the figurative Bill had built a money-losing, time-wasting barn. And no one was to blame for it except Tom himself. Tom should have recognized Bill's limitations; he should have realized that even though Bill was a good carpenter he was not an architect or barn-planning expert, and did not claim to be.

Now let us suppose that the hypothetical Bill Jones was inclined to be unscrupulous,

and let us suppose that he had contracted with Tom Smith to build him a barn "about forty by seventy — like Hank Lewis' job," to cost approximately \$5700.

Bill Jones "skins" the job wherever he can. He uses the least possible amount of cement in his concrete mixture; he uses cheap hemlock where white pine should have been used; he uses two by eight joists and spaces them twenty inches apart when two by twelves, spaced sixteen inches apart, are needed to carry the load and to prevent dangerous sagging; he uses single-glazed sash; he uses a roofing that costs one-fourth as much as that which he should have used, and that will last one-fourth as long. Bill Jones has stung Tom badly, but Tom won't know how hard he has been stung until after Bill has collected his money. Tom did not get ten cents out of every dime he expended; he got less than six cents.

Neither Bill Jones I. nor Bill Jones II.

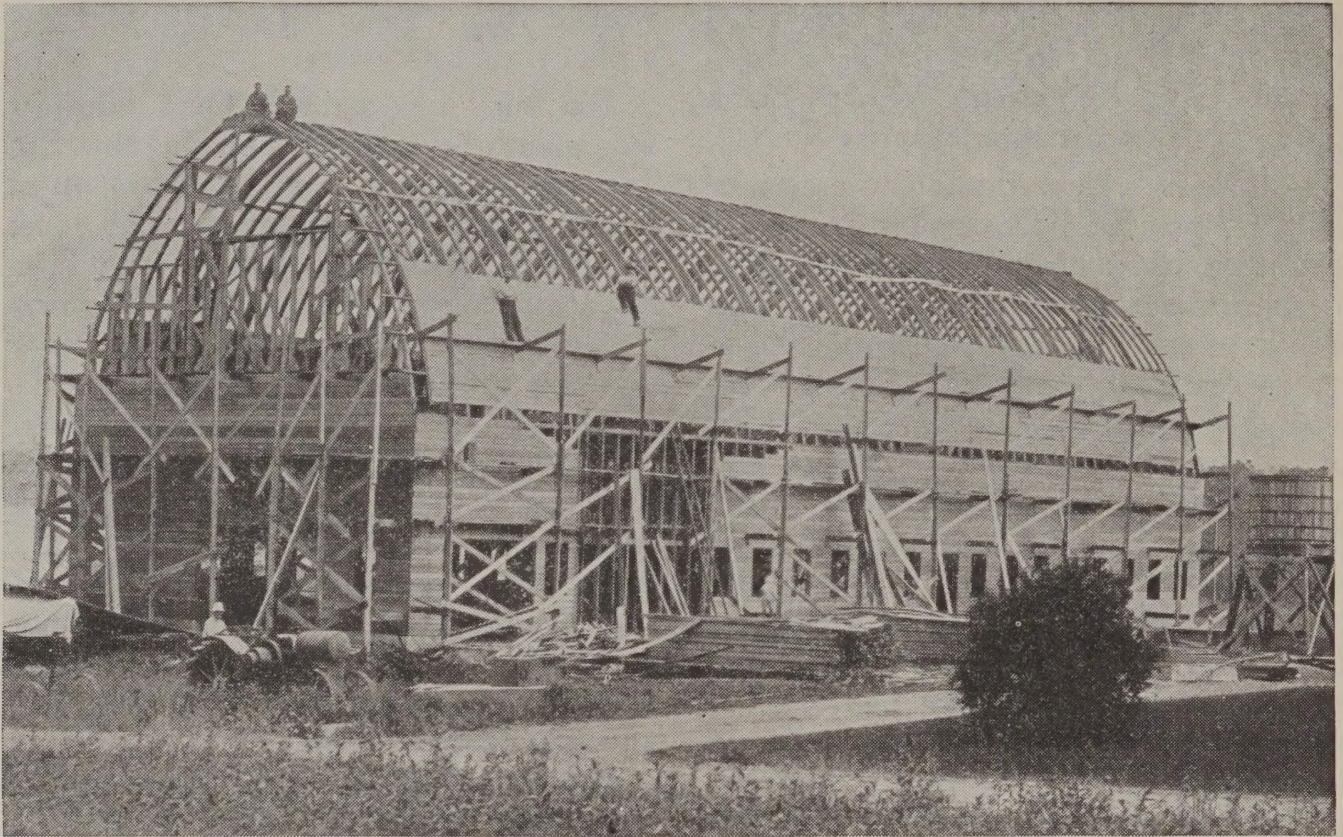
worked from a plan. Tom was told that a plan wasn't necessary.

But, supposing that Bill Jones did draw up a plan for Tom, and supposing that Bill Jones was as honest a mechanic as most of these industrious contractors are. Bill Jones is a good carpenter, but he is no farm engineer and knows nothing about dairying. Bill Jones does not know how heavy a load a two by eight will carry, so to be on the safe side, he uses a two by twelve. The difference in cost between half a hundred two by eights and two by twelves is considerable. Bill does not know many things that a competent barn-planning expert knows, and generally the barn he builds after his plans is not as economically built nor as strongly built as the barn built after the expert's plans.

Bill is no dairyman. Bill does not know where the supporting posts should be placed and why they should be placed there. He does not know how wide stalls



Cow comfort goes hand in hand with good production. Plan to make your cows comfortable before you build.



In the construction of many barns there is a great waste of valuable lumber. Jamesway plans specify the right sizes to use and help you to avoid waste.

should be, how large pens should be, what is the best width for the feed alley, the stall platform, the litter alleys and gutters. He does not know anything about a ventilating system and makes no provision for it.

Because he views the barn from the viewpoint of a carpenter he overlooks many things that should have his attention.

Bill is not to be censured for that. Bill is a carpenter contractor and not a barn-planning expert. Chances are that Bill is called upon to plan a barn but a few times in his active career, that he never has had a chance to make a study of barn-planning and that it really would not pay him to do it.

But, supposing that Tom Smith in thinking about his new barn, says to himself:

"I want and need a new barn. I want a barn that is right. I want a barn that is strongly built and yet economically built. I want a barn that will fit my herd and my operations. I want a barn without waste space in which I can do my chores without waste motion. That barn is going to cost money. How much, I don't know. I'll find out first of all what I need and want.

If I were to build a bungalow I'd consult an architect. I'd get a plan, together with complete specifications. I'd know what I was going to get before I started to build. I'd get bids on my job and I'd see to it that the successful bidder followed the specifications.

"A bungalow would cost me in the neighborhood of \$5000. It would be a place to live in. A new barn is going to cost me at least that amount and maybe a thousand or two more. It will be a place for me and my cows to work in. It is more important that the place in which I make the money that will keep me alive and happy be absolutely right than the place in which I sleep and eat my meals. If it is important that I have plans and specifications for the erection of a bungalow, how much more important it is that I have plans and specifications for my barn!

"I want my barn to be a constant source of joy and profit to me. So I'll get the best advice on my proposition that I can get. I'll go to men who are experienced in planning barns and meeting barn problems, men who are specialists. I cannot get a



Are your buildings a credit to your farm? Do they make it worth more dollars per acre?

plan with complete specifications for nothing and I don't expect to; it's going to be worth to me ten times what it cost before my job is finished. I'll get bids on the plans and I'll see to it that I get what the plans call for. I'll know where I'm at before I begin, and I'll know where I'm coming out."

Proceeding thus, Tom assures himself of getting full value for his money, of getting full value for every mill of every cent in every dime he expends. The plan protects Tom's interests all the way through the building operations. It prevents mistakes, prevents disputes, prevents the submission of "extra" bills, prevents a lot of grief and worry.

To build on paper first is the only way to build. To build on paper first and to

build right when building on paper is the only safe, economical way to build. Plans drawn by Jamesway Farm Engineers insure the right kind of a building.

That's the kind of barn you want, because that's the kind that will make and save money for you.

That's the kind of barn Jamesway Farm Engineers are equipped and prepared to plan for you. No other organization in the country possesses as much real, first-hand knowledge of barn planning as our organization. We've been planning barns for dairy farmers, hog raisers, and poultry keepers for the past seventeen years.

In these seventeen years of experience we have learned things that will enable you to save money on your building project. See what help we can give you.



Whether your barn is large or small, you should get the very best advice obtainable on the interior arrangement.

Do You Want a Wet Barn?

Do you want your barn to be wet and unsatisfactory through the colder months when your cows are housed for about two hundred days in the year?

Have you ever considered the barn as a manufacturing plant in which the most important of all human foods is being produced; that your cows are simply machines receiving the roughage of the fields, the grain and the water which you furnish them, and converting these into finished products?

Have you ever fully realized how important this food factory of yours is, how the conditions of the barn affect the health and the production of the cows—the milk producing machines; yes, how even the health of the man taking care of the cows, is affected by your barn conditions?

Of course, no real dairyman wants a wet barn, with moisture on the ceiling and walls, for nine times out of ten, a wet barn is also a dirty barn, due to the tendency of the wet walls and ceiling to collect and to hold dust from the hay, as well as from outside the barn, causing the entire barn interior to become most unsanitary. It is much easier to keep the ceiling and the walls clean in a dry barn.

If you are planning the remodeling of an old barn, or the building of a new one, do you know before you build whether it will be wet or not when it is completed? It is now possible to tell before you build just what the conditions in your barn will be after it is erected.

If the size of your stable is out of proportion to the number of animals housed,



You can know before you build whether or not your barn will be wet inside in the winter. Build to have it dry.

you will have a wet barn. Your cows throw off a constant amount of heat, and a large quantity of water. If your wall construction is not right to prevent too great a heat loss in your locality, your barn will be wet.

If you have no provision for the removal of moisture-laden air, without taking too much heat out of your barn, it will be wet.

A wet barn is an unsatisfactory barn. It means that the health and vitality of your cows is being lowered. It means an expensive barn because it cuts down the production of your herd. It means too many veterinary bills. It means disease can spread more easily than in a sanitary barn.

A wet barn is a short lived barn, as the depreciation is at least twice as rapid as in a dry barn. Have you ever noticed that a barn always rots out from the inside, and not from the outside? The moisture on the outside is carried away by the wind and by the sun, which have but little chance to remove the moisture from the inside of the ordinary barn.

There are far too many barns planned by men without due consideration being given to the amount of heat loss through walls and ceiling, to the amount of space that a cow will heat, to the amount of heat retained on the inside by the different wall constructions.

It is because of this very high percentage of unsatisfactory barns planned and built in the past, that the James Farm Engineers have developed for the farmer a real barn-planning service.

Where the local contractor plans several barns, the Jamesway Farm Engineers plan thousands, so if you want a barn free from moisture—a really satisfactory barn—ask the James Farm Engineers to help you make your plans, as their nationwide experience for many years guarantees you a real service.

We do not build barns, but we do plan thousands of them. We know the kind of a barn you should build in your part of the country, if it is to be dry and satisfactory. We know what your wall construction

should be. We know just how much heat loss you can stand and still have a satisfactory barn. We know just how much space you can, or should, have for your cows. It is our business to know that.

This is the day and age of the specialist, and the planning of a satisfactory barn is the work of engineers especially trained by experience and study on that subject. If your wife or child is sick, do you call the horse doctor? If your cow needs medical attention, do you call the dentist?

If your barn is wet and unsatisfactory, there must be trouble somewhere. Why not call in the Jamesway barn doctor to diagnose the case? His services will cost you nothing, and the best time to consult him is before you build.

We all believe today in what is termed "preventive medicine," in other words, learning to live and work under such wholesome conditions that sickness may be prevented. So, too, you can prevent a wrong condition in your barn if you know what are the causes of an unsatisfactory barn, as well as those things which contribute to a satisfactory barn.

It costs no more to build right, than wrong, and usually the first cost is even less. Certainly afterwards, there is no comparison. A wet barn will cost you real money every one of the two hundred days in the year your cows are housed.

The other day, a man in one of the best cow counties of Wisconsin lost his entire herd of cows, about fifty head, because they reacted to the T. B. test. The results of years of breeding and of hard work were wiped out. His barn was a pest house of disease. He had lost the price of a new, or of a satisfactory barn, several times over. In other words, he had paid for the best kind of a barn, and still did not have it.

Quite likely your old barn can be remodeled so it will be entirely satisfactory, at a great deal less cost than a new barn. Perhaps you should knock out some of the old walls and put in more windows. There should be at least 4 square feet of window glass for each cow. Let a little sunshine

in to help clean up this food factory of yours.

There is a barn down in Illinois where each winter the farmer closes up all of the few windows he has, and boards them over to "keep the barn from getting too cold," as he says. You can imagine the condition of that stable. It is wet, filthy, a pest hole, lowering the vitality and health of the cows. It certainly is far from being a real food factory.

Each spring that man's cows come through the winter not much more than skin and bone. He complains about there being no money in milking cows. How could there be, when he keeps them under such conditions?

There is another farmer who about ten years ago bought an eighty-acre farm, went very heavily in debt, and since then has paid off the mortgage, built a new barn, remodeled the house, put up new fences, has a good automobile, and does not owe a dollar to any one in the world. He made it all as a dairy farmer, with a herd of good grade cows. He didn't build an expensive barn, but it was a satisfactory barn. It was a real food factory where each machine operated efficiently and at a profit.

Success in dairying depends upon the kind of cows a man keeps, the way he keeps them, and the manner in which they are housed. A cow bred for production,

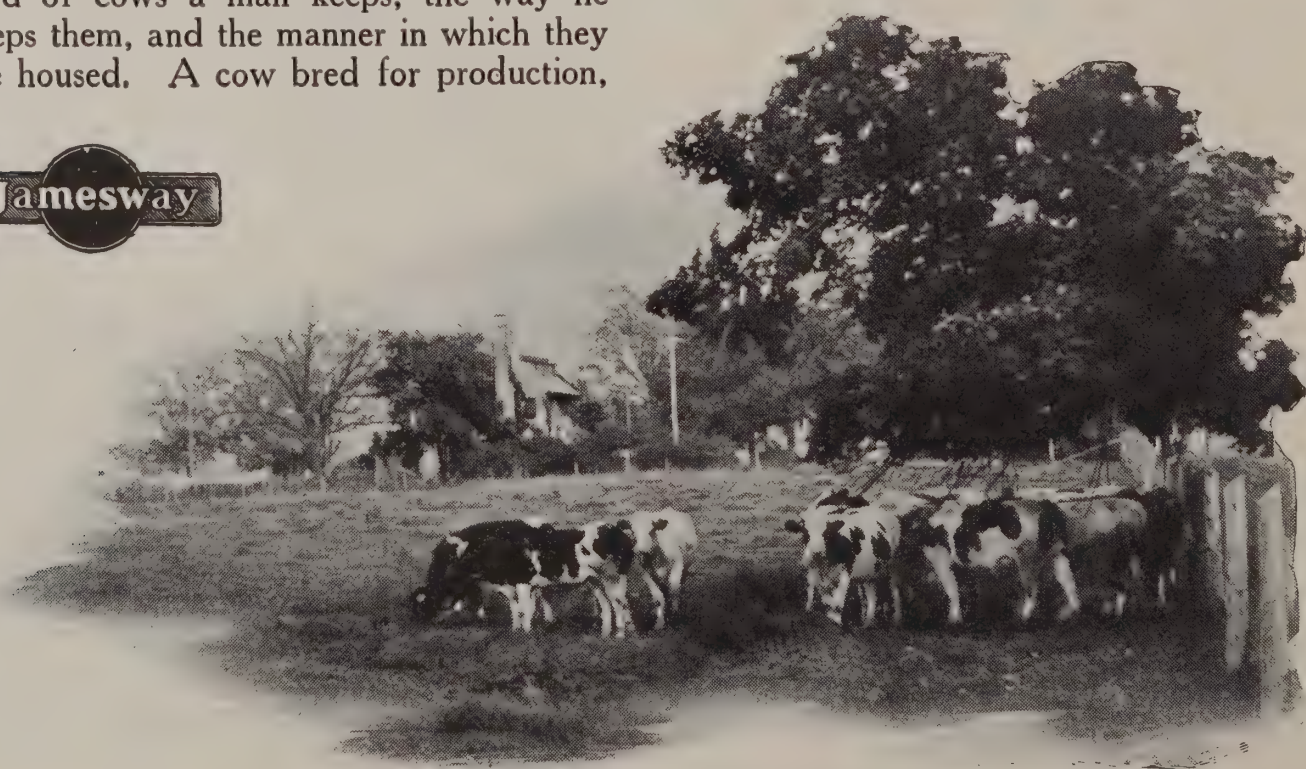
and fed a balanced ration, cannot produce efficiently and economically in a wet barn.

You may shovel all the feed you want before a cow; you may deluge her with water; you may surround her with every comfort known; but, if you deny her an abundant supply of clean, pure, God-given air, you can not get her to produce more than a limited amount of milk. In general a cow's production ability is limited only by her capacity for feed consumption. Consumption, digestion, assimilation and conversion are directly dependent upon the air taken into the lungs.

From every point of view, a wet barn is an unprofitable barn, and of course the dairyman who really wants to make money with his herd realizes that one of his greatest assets is a satisfactory barn, a comfortable, sanitary home for the foster mother of the world.

You can get a barn that you know will be dry if you will avail yourself of the information offered you by Jamesway Farm Engineers. Availing yourself of the service we offer places you under no obligation.

In the planning of cow homes, Jamesway Farm Engineers are the best friends of the cow, and of the men who own and care for them.



Build With Natco Hollow Tile

Build for tomorrow as well as for today. Buildings of Natco Hollow Tile are fire safe; heat, cold, and moisture proof; keep out rats and other pests. The enclosed air spaces in the hollow-tile wall and the elimination of moisture through mortar joints keep the interiors of all Natco buildings warmer in winter, cooler in summer, and dryer and more comfortable in all seasons of the year. No painting or repairs required because Natco Hollow Tile does not discolor, mold, rot, rust, sag or deteriorate.

Tell Us What You Intend to Do

If you are planning to erect a new farm building of any kind — dairy barn, hog house, poultry house, residence — and are interested in hollow tile as a building material, send us your ideas and give us the necessary details. We'll be glad to give you an estimate of the necessary quantities of the type of Natco Hollow Tile best suited for the purpose.

Natco Air-Tight Silos

A silo is successful in proportion to its ability to keep out outside air. Natco silos are absolutely air-tight because: 1. The walls are made of glazed hollow tile, which keep out air and moisture; 2. The double shell provides excellent bond for wide, deep, and strong mortar joints; 3. The cypress doors with the O. G. joints effectively seal the continuous door openings; 4. The still-air spaces conserve the natural heat of the ensilage — resist frost.

Before you build your silo this spring, see the Jameswayman. Or, write to our nearest office for recommendations and prices.

JAMESWAY FARM ENGINEERS
James Manufacturing Co.

Fort Atkinson, Wis. Elmira, N. Y. Minneapolis, Minn.



The Nation-Wide Farm Engineering Service

Each dot on the map represents a Complete Plan Service rendered to an individual farmer by the Plan Service Department of the Jamesway Farm Engineers.

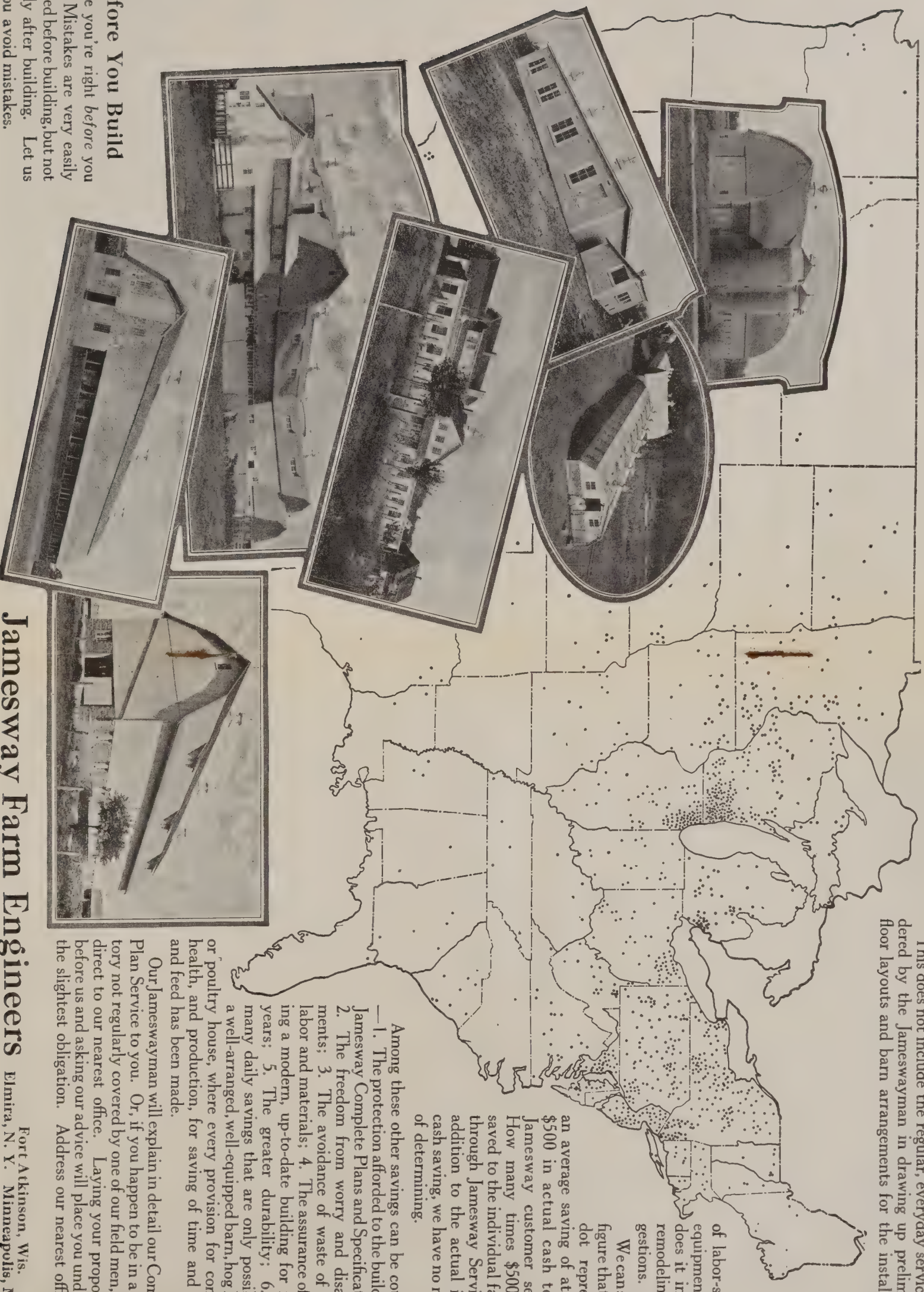
This does not include the regular, everyday service rendered by the Jameswayman in drawing up preliminary floor layouts and barn arrangements for the installation

of labor-saving equipment, nor does it include remodeling suggestions.

We can safely figure that each dot represents an average saving of at least \$500 in actual cash to the Jamesway customer served. How many times \$500 was saved to the individual farmer through Jamesway Service in addition to the actual initial cash saving, we have no means of determining.

Among these other savings can be counted—1. The protection afforded to the builder by Jamesway Complete Plans and Specifications; 2. The freedom from worry and disagreements; 3. The avoidance of waste of time, labor and materials; 4. The assurance of having a modern, up-to-date building for many years; 5. The greater durability; 6. The many daily savings that are only possible in a well-arranged, well-equipped barn, hog house or poultry house, where every provision for comfort, health, and production, for saving of time and labor and feed has been made.

Our Jameswayman will explain in detail our Complete Plan Service to you. Or, if you happen to be in a territory not regularly covered by one of our field men, write direct to our nearest office. Laying your proposition before us and asking our advice will place you under not the slightest obligation. Address our nearest office.



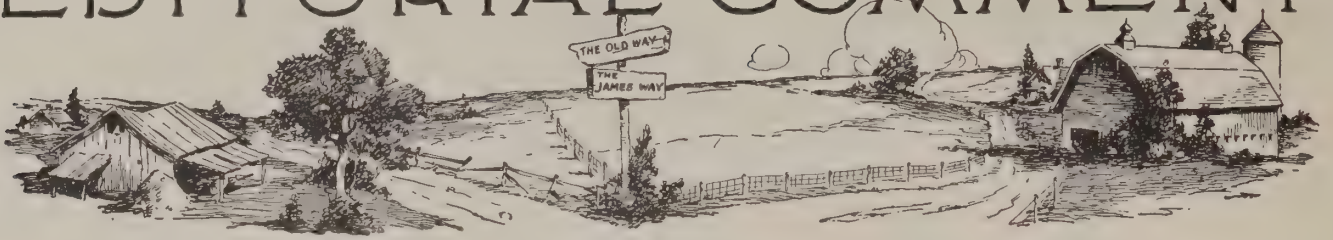
Before You Build

Be sure you're right *before* you build. Mistakes are very easily corrected before building, but not so easily after building. Let us help you avoid mistakes.

Jamesway Farm Engineers

Fort Atkinson, Wis.
Elmira, N. Y. Minneapolis, Minn.

EDITORIAL COMMENT



If You Are a Friend

John D. Rockefeller once said: "A friendship founded on business is better than a business founded on friendship."

True enough, but where would you draw the dividing line? The most successful businesses are those that are founded on the friendships formed through square business dealings; the more real friends a business has the bigger and better it is.

When you sell a man a machine that saves him time and labor and increases his profits you make of him a friend. Both profit from the transaction. Because of the services rendered he becomes your friend and you his.

And if your friend is a true friend and has a friend, he'll want his friend to profit also. So he introduces you to his friend and another friendship is formed. And this new friend introduces his friend, and so on. Thus a business grows through an endless chain of friendships.

We are happy to say that in our comparatively young business career we have formed many of these business friendships, friendships formed by the quality of our equipment and held by the efficient, lasting service we have built into it.

Is Kindling Worth \$50 a Load?

Fifty dollars is a lot of money to pay for a load of kindling; yet many a load has been purchased at that price by owners of newly constructed buildings. A triple wagon box will hold about 800 board feet of scrap lumber. Eight hundred feet at \$60.00 per thousand equals \$48.00.

How many loads can be picked up within or around a newly completed dairy barn 100 feet long? Three loads? Four? Five? That there is bound to be some waste, even when plans are carefully

worked out, goes without saying. That there has been a tremendous waste in past years through ignorance or neglect is equally well understood.

It is a plain proposition that if the quantity of kindling can be reduced by just two loads through careful, intelligent planning before work is begun, the owner will be well repaid for having given the matter of plans the consideration it deserves.

The Greatest Extravagance

A very well-to-do Scotch dairyman, in recounting his early struggles to put his dairy farm on its feet financially, recently said:

"I had to work hard. I had to scrimp and save. I had to keep my expenditures down to the very lowest point. I could not afford to be extravagant in any particular. Yet, looking back on those early days now, I can see that the greatest extravagance I ever committed was in going without the equipment I ought to have had."

And it's a fact. The most extravagant thing a man can do is to "get along without" a thing that he really needs, a thing that will save him time, labor, and money, a thing that will save him many times over what it costs.

Why Not Make It Easy?

Farm work is hard. Without doubt, it always will be hard.

But it can be made—is being made—easier every day. Men in the cities have racked their brains and turned all the energy and ingenuity of their organizations and equipment toward the task of providing machines that would lighten farm labor.

I don't know of a single industry in this country today that has had more done for it in the line of the invention and manufacture of labor-saving machinery than the dairy industry.

The means for making dairy barn work easy are within the reach of even the poorest of dairy farmers. Those that employ these means forge ahead; those that do not remain practically in the same position in which their fathers left them when they died.

What to Do to Make More Money

In former times all that was asked of a barn was that it should serve to house cows and feed. Lumber was cheap, time was plentiful, feed and cows and milk were cheap. The average dairyman made a fair living.

But the dairyman of today is living in a different world. Land is high priced. Lumber is scarce and expensive. Labor is costly and hard to get. The dairy herd represents a considerable investment of capital. Feed, grown on high-priced land by high-priced labor, represents a chunk of money.

The dairyman, who wants to make a good living nowadays, must see to it that each one of the aforementioned items entering into the cost of milk-production—land, buildings, labor, cows and feed—must return a profit, must return its part of the production cost plus a small part or a big part for profit.

Can You Save Yourself Needless Steps?

Take your pencil and a sheet of paper for a moment, and plat your farmstead as it is now. All set? All right then. Trace your route in doing your daily chores. Count the number of steps you must take in getting to the barn from the house. Count the number of steps you take in doing your chores in the barn. Multiply that by the number of times you go through it daily. How many miles do you walk in a day?

Now, if your barn were nearer the house how many steps could you save in a day, how many miles in a year? Would it be practical to move the barn closer?

How about your barn work? Is your barn so laid out that it's no job to do your daily round of chores—driving the cows in, driving them out, feeding them, watering, cleaning the stable? Is your barn so equipped that you and a 14-year-old boy could do it as easily as you and a husky hired man?

If your barn is not planned right you are daily wasting time that you might spend on something productive. You are walking miles when you might be walking yards.

Jamesway Service

There is more to the Jamesway than the actual equipment. Jamesway interest in the customer does not cease with the securing of the equipment order. We feel that for our sake as well as for the sake of the customer no transaction should be considered complete until we are assured that the customer is getting from Jamesway equipment the service he ought to be getting.

Our Jameswaymen, those members of our organization who are constantly in the field, are ready at any time to give you the benefit of their experience in the solving of barn problems, to go over your equipment with you, or to be of any service to you in connection with your barn and your equipment. If you would like to see any of our service men at any time, please drop us a line and we shall arrange to have him call on you when next he is in your vicinity. This is part and parcel of the Jamesway service. It places you under no obligation.

A cow makes milk of three things—feed, water and air. Of the three, air is without doubt the most essential. A cow needs twice the weight of air that she does of feed and water combined. Your cows are losing health and wasting feed if they are not getting this proportion of air in their daily rations.



Make Hens Lay When Eggs Pay

The average egg production in the United States is about 70 eggs per hen per year. Every farmer gets eggs during spring and early summer when the price is lowest. In other words, the average farm hen produces 70 eggs between the middle of March and the middle of July, a period of 120 days.

A few years ago the hen that laid 200 eggs was a rare exception whereas today the 200-egg hen is found in many well-bred flocks. The world's record is now held by a White Leghorn hen that laid 335 eggs last year at the Western Washington Experiment Station Egg Laying contest at Puyallup, Washington.

A hen in the average well-kept flock will lay 12 dozen eggs in a year but she cannot do this between the middle of March and the middle of July. She can-

not produce 144 eggs in 120 days. Consequently, we must look for egg production at other seasons of the year. It has been conclusively proven that the pullet that lays during October, November, December, January and February is likewise the pullet that lays most eggs during the spring and summer. In other words, production of eggs during fall and winter does not necessarily mean a decrease in the number of eggs produced in the spring.

Every farmer, therefore, should so house his hens and so feed them that they will produce eggs in winter, knowing full well that he is not going to decrease spring egg production. In fact, by proper housing and feeding he can double the average farm egg production and do so at the season of highest prices. Only by this means can he get maximum profit.

The statement was recently made at a Farmers' Institute that "Poultry Pays." One farmer present resolved to try it out. So he bought day-old chicks from a reliable hatchery; he gave them good care and kept accurate account of all costs and receipts.

His 390 pullets laid 130 eggs each the first year. After deducting cost of feed, interest on investment, he had left over \$927.16, or \$2.37 per hen.

The next year, because of his better experience, he increased his flock to 502 hens, and his production to 146 eggs per hen. His record at the end of the second year showed conclusively that he had earned for his work \$1,743.69, or \$3.47 per hen. "It Pays."

Mr. A. E. Smith of 4527 North Winchester Street, Chicago, Illinois, owns a farm at Dowagiac, Michigan, where a good record has been made with poultry. In the year October 1, 1921 to October 1, 1922, he had 500 S. C. White Leghorn pullets. They laid 90,431 eggs, or an average of 180.8 per hen. Compare this with the farm flock average of the state of Michigan, which is but 75 eggs per hen, per year.

The average net market price received for eggs was 31.5 cents per dozen. The total income from the flock was \$2,373.84, or \$4.75 per hen.

The total cost of feed was \$920 or \$1.84 per hen, leaving a net profit, over feed cost, of \$2.91 per hen. "It Pays."

The condensed report of five important egg-laying contests in various parts of the United States, in which records of 3,245 hens were carefully kept, where every pound of feed was weighed, show the hens consumed an average of 83.7 pounds of feed, mash and grain, that they averaged 162 eggs. The cost of feed was 13.7 cents per dozen eggs. The record also showed that 100 pounds of feed produced $16\frac{1}{4}$ dozen eggs.

Generally speaking, 80 pounds of feed, including mash and scratch feeds is

sufficient for a high-producing hen for a year. If she has the opportunity to rustle some feed for herself, the amount will be less, but we will figure on this basis. From this amount she will produce 12 dozen eggs. That means $6\frac{2}{3}$ pounds of feed per dozen eggs, or a feed cost of 14 cents per dozen, counting feed at 2 cents per pound. The farmer can make good money from his hens, with eggs at only 20 cents which are strictly fresh. "It Pays."

Of course the time to get the eggs is in the winter time, when the prices are the highest. Chicks hatched in the early spring from a good laying strain of poultry, properly cared for and fed, should begin laying the latter part of October, or by November at the latest, and be in full production during the cold months of the year — the time of high prices — when most eggs are eaten and when it is difficult to find those which are strictly fresh. "It Pays."

Therefore it goes without saying that to get the winter eggs, the hens must be comfortable; that means proper housing, with plenty of sunlight and pure, fresh air. It means a house where there is no trouble from moisture. It means plenty of the right kind of feed, fed without waste, before the hens at all times. It means a constant supply of clean, fresh water, kept slightly warmed during the cold weather. The hens will drink much more water if it is slightly warm than if it is icy cold.

Records kept by men who feed properly tell the story. Mr. E. O. Whittaker, of Donaldson, Illinois, says: "Since using your feeder my flock of 225 hens has almost doubled in egg production. I find your feeder will pay for itself in a very short time, not only in the increased egg production it effects, but in the saving of time, feed and labor."

Mr. A. B. Dann, head of our Poultry Department, will answer any questions you care to ask about how to make more money from poultry. Write to Dann, the Poultryman. "It Pays."





Jamesway Coal-Burning Brooder Stove

Chick Comfort and Chick Growth; Safety and Dependability; Uniform Distribution of Heat all over the Floor; Positive Circulation of Pure, Vitalized Air; Economy of Fuel; Convenience in Care and Operation; Quality of Construction; Low Initial Cost — these combine to make the Jamesway Colony Coal-Burning Brooder one of the most outstanding pieces of equipment ever offered to poultry folks.

POSITIVE CIRCULATION OF CLEAN, WARM, VITALIZED AIR

Employing the same principle used in the air-cooled motor, Jamesway Farm Engineers built the barrel of the brooder stove with radiation fins, extending outward two inches and enclosed with a jacket of sheet steel. Thus, in the Jamesway stove, we have a series of what might be termed "warm-air flues," through which the air under the hover circulates continuously. Good circulation under the hover means ideal air conditions for the growing chicks. It means the absence of foul, dead air pockets. It means health and vitality, and more rapid development.

UNIFORM DISTRIBUTION OF HEAT OVER ENTIRE FLOOR

Because of the positive circulation made possible by the scientific construction of this stove, you get a more uniform distribution of heat over the entire floor. Then,

too, you have four radiating surfaces — the first on the stove itself, the second and third being the sides of the radiating fins, and the fourth being the jacket. In addition to these, you get the radiation from the top of the stove above the jacket.

YOU SAVE ABOUT 1/3 THE FUEL

Figuring very conservatively, you get at least one-third more heating value out of the fuel you burn in the Jamesway stove than you could get from any other stove. In emergencies it is possible to carry fire in this stove from 42 to 48 hours. Though soft coal or coke can be used, we recommend the use of hard coal.

EXTRA LARGE HOVER

Because of the good circulation and remarkable radiation the use of an extra large hover is made possible. The hover, built of first-class copper-bearing, galvanized steel sheets, is 60 inches in diameter.

Affords the room necessary for the brooding of 200 to 600 chicks. Avoids fatal overcrowding.

REVOLVING HOVER MAKES CARE OF CHICKS AND OPERATION OF STOVE EASY

The hover revolves on a metal collar. Does away with all the trouble, annoyance, and disaster so often experienced with those that have to be raised to the ceiling with ropes or chains, or that tilt over. Any part of the floor can be reached with ease through the wide door in the Jamesway hover. Replenishing the fire, shaking the grates, or taking out the ashes can all be done easily, naturally, without fuss or bother.

Large Coal Feed Door fits exactly around the spout of the ordinary scuttle. Makes filling easy.

Commodious Ash Pan, substantially built, avoids the necessity of too frequent removal of the ashes.

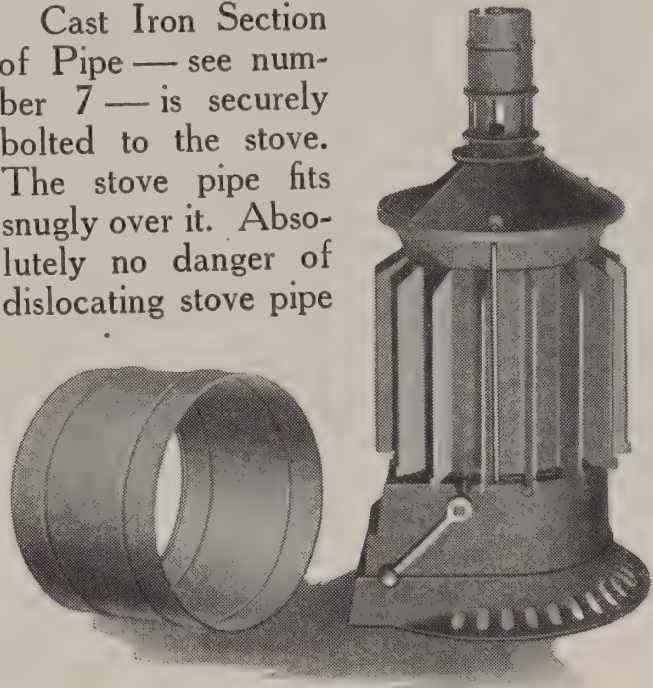
Large Base Door is provided with easily regulated draft.

Rocker Grates are of improved type. Will not dump the fire. Shaker is fixed to the grates; no chance of mislaying or losing it. Always in place; easy to operate from the open door.

Ventilated Base reduces danger of fire to the floor beneath the stove.

Damper in Pipe allows additional regulation of the fire.

Cast Iron Section of Pipe — see number 7 — is securely bolted to the stove. The stove pipe fits snugly over it. Absolutely no danger of dislocating stove pipe



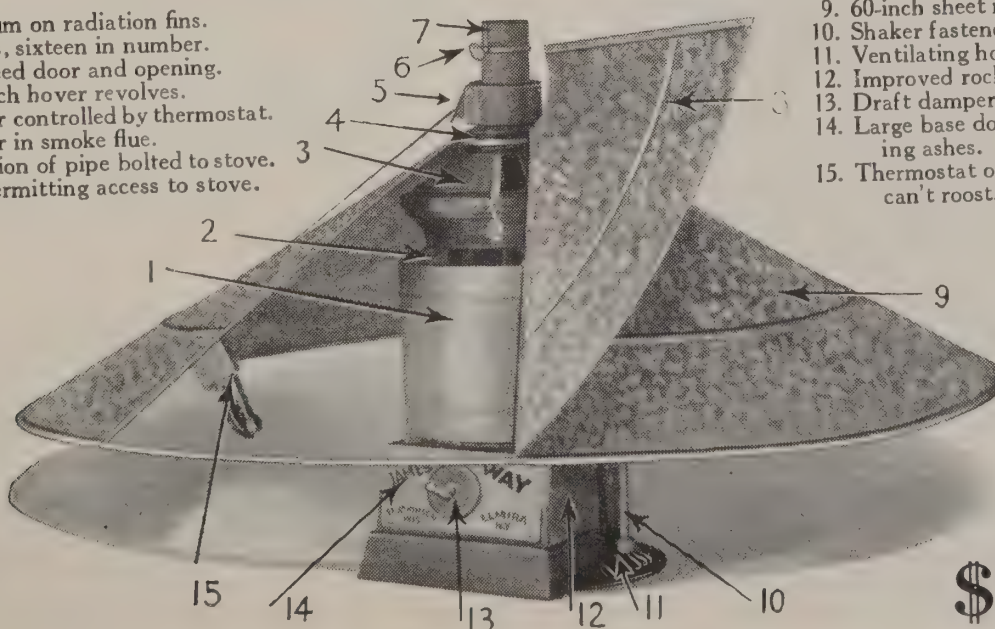
when revolving the hover or when caring for the stove.

The Jamesway Coal-Burning Brooder Stove is constructed throughout of the very best materials obtainable. The stove is cast in our own foundry. The hover is made in our own shops. The whole is offered by us to you under our **GOLDEN RULE GUARANTEE** of quality, service, and satisfaction.

Fifteen Points of Superiority

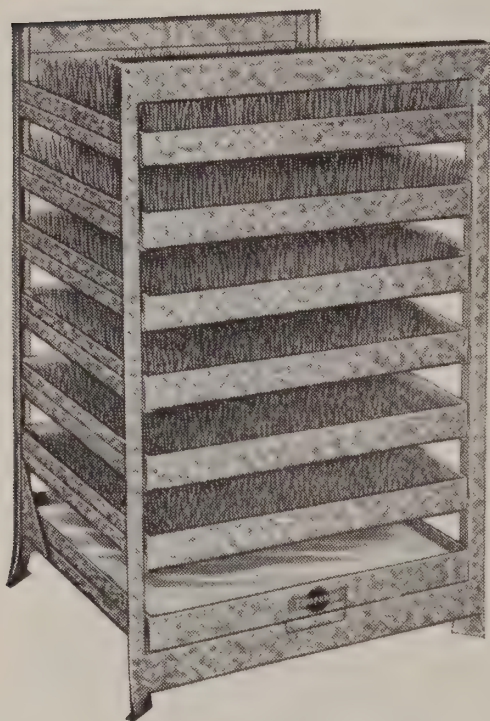
1. Sheet iron drum on radiation fins.
2. Radiation fins, sixteen in number.
3. Sliding coal feed door and opening.
4. Collar on which hover revolves.
5. Check damper controlled by thermostat.
6. Check damper in smoke flue.
7. Cast iron section of pipe bolted to stove.
8. Large door permitting access to stove.

9. 60-inch sheet metal hover.
10. Shaker fastened to stove.
11. Ventilating holes in base.
12. Improved rocker grates inside.
13. Draft damper in ash pit door.
14. Large base door for removing ashes.
15. Thermostat on which chicks can't roost.



Price
\$26.50

Necessities for Winter Eggs



Oats Sprouter No. 592

Feed Sprouted Oats. One bushel of dry oats will make three of green sprouts.

All metal. Built of heavy, galvanized steel sheets, rust-resisting. Nothing about it to warp or get out of shape; will not rot. No repairs, no upkeep.

Size, about 36 inches high, 24 inches across the face, and 22 inches deep. Contains 7 pans. The bottom pan is used for water. The total sprouting area is 2772 square inches. This sprouter will continuously sprout oats for the feeding of 150 birds.

Price, \$11.65

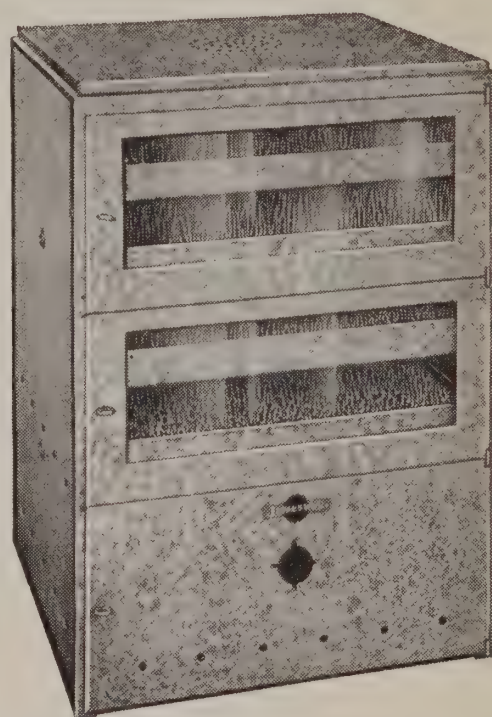
F. O. B. Elmira, N. Y.

Cabinet Sprouter with Lamp

The walls of this sprouter are insulated with Jamesway Insulating Board, which in insulating value is equal to about 47 thicknesses of building paper and acts like a blanket of wool in holding in the heat and keeping out the cold.

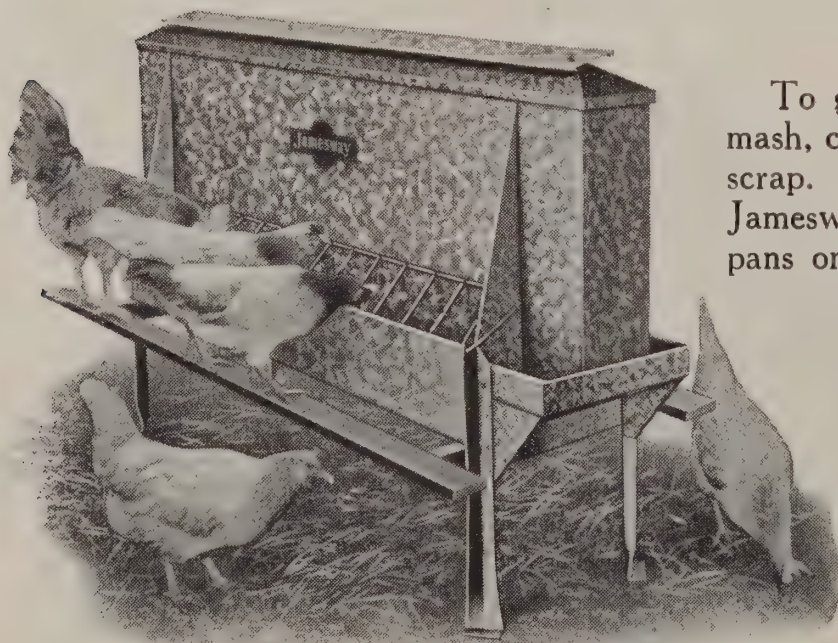
Strongly constructed of best quality, heavily galvanized, rust-resisting steel sheets. About 40 inches high and 24 inches square. It has four sprouting pans, each pan having a sprouting area of 462 square inches. Crated for shipment it weighs 110 pounds.

Price, \$21.50, F. O. B. Elmira, N. Y.



5-in-1 Feeder

To get lots of eggs you must feed egg mash, charcoal, grit, oyster shell, and meat scrap. You can feed all these in the Jamesway 5-in-1 Feeder. Feed saver pans on either side catch all feed thrown out. Pay in feed saved for the feeder in less than 3 months. Feeder holds 50 lbs. egg mash; 9 lbs. meat scrap; 5 lbs. charcoal; 15 lbs. each of shell and grit. Larger size holds 100 lbs. egg mash.



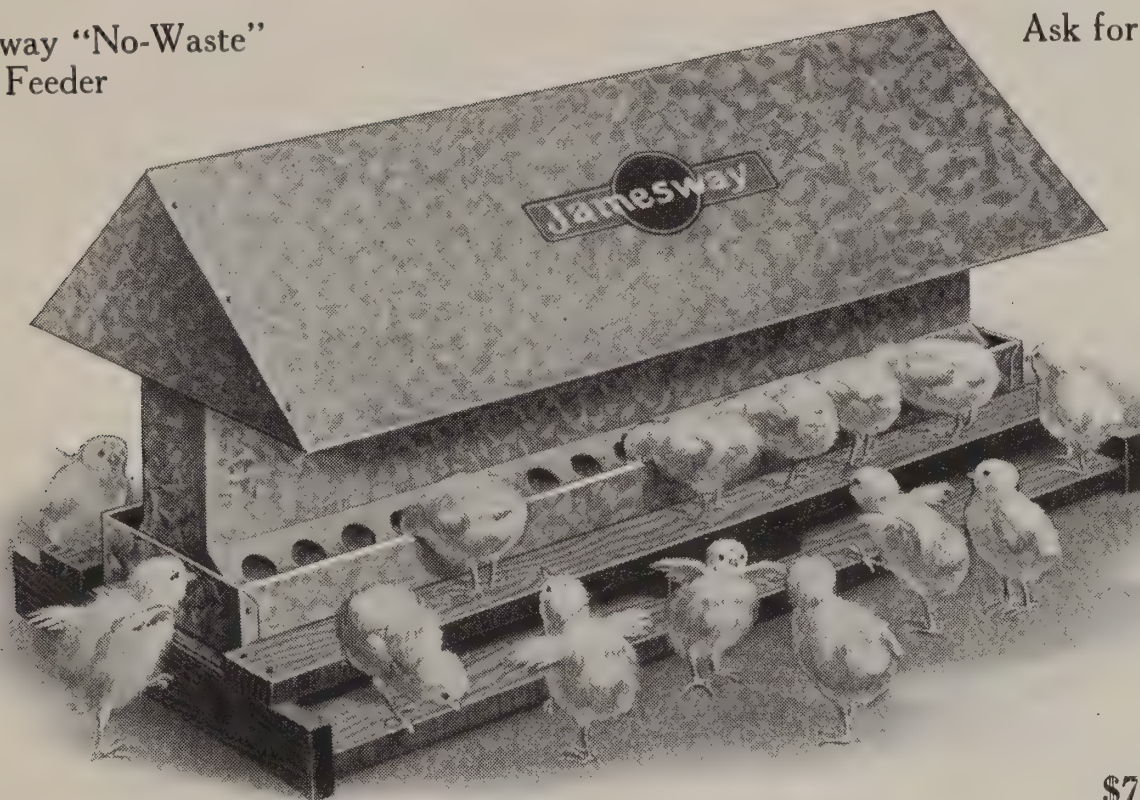
No. 520 Feeder, \$13.15

No. 521 Feeder, 19.55

Baby Chick Savers and Raisers

Jamesway "No-Waste"
Chick Feeder

Ask for No. 532



\$7.90

F. O. B. Elmira, N. Y.

Jamesway "No-Waste" Chick Feeder

The best feeder built for feeding baby chicks clean feed without waste. Rain top shelters feed and chicks from sun and weather. Can be tilted up for filling. Chicks can't scratch out feed; can't foul it. All feed thrown out by chicks is caught by commodious feed saver pan below. Feed saved will pay for feeder in less than one season.

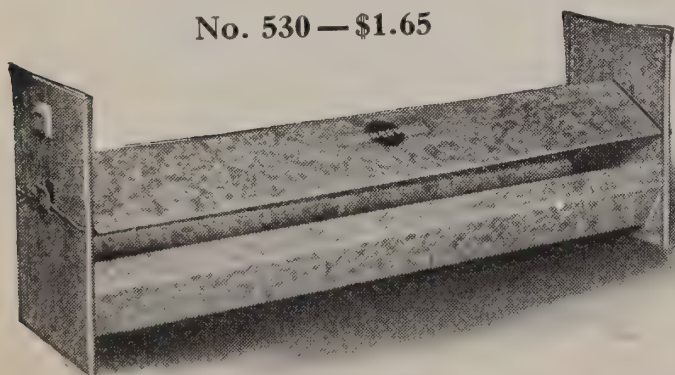
Chick feeder is 36 inches long; about 18 inches wide over all, and 17 inches high. Holds $\frac{7}{8}$ bushel of chick mash, enough to take care of 200 chicks a week without refilling. Wood base furnished without extra charge. Sent by express or freight.

Feeders Nos. 530 and 531

Easily adjusted to growing chicks. Cover prevents feed from getting wet, and prevents chicks from throwing out feed. Also, being hinged, makes filling easy. Made in two sizes:

No. 530 — 24 inches long, for 10 to 100 chicks — weight 6 pounds.
No. 531 — 36 inches long, for 100 to 200 chicks — weight 8 pounds.

No. 530 — \$1.65



No. 531 — \$2.70



Chick
Waterer
No. 507

Chick Waterer

Holds $1\frac{1}{2}$ gallons. Detachable drinking pan. As easily cleaned as a bucket and a pie tin. Constructed of heavy galvanized sheet steel. Thousands used by poultry raisers. Most satisfactory chick waterer made. Shipping weight, 6 pounds. Order several.

Price, only \$1.35

Add parcel post charges to your station.

Concrete Construction on the Farm

Concrete has become one of the most popular building materials on the farm, and its use is increasing.

As a building material, it has the advantage of being rat and mouse proof, and materially assists in controlling such pests. When made with the proper mix it is durable, it is easily disinfected and is as near fire-proof as any building material.

The farmer almost always uses concrete in the foundation and as the stable floor of his barn. Even though the stable walls are built of wood, hollow tile or some other material, concrete usually goes into the foundation. A good stable floor must be impervious to water, so that it may be sanitary and easy to clean. It must be durable in service and inexpensive in construction. Concrete meets these requirements.

In the building of a silo the farmer has rather a wide range of building materials from which to choose, but in almost every instance the pit and foundation is constructed of concrete.

A conveniently located and properly built concrete manure pit is a most valuable asset on any farm, conserving as it does, the manure which otherwise would be leached away by the rain.

Many farmers are not feeding their cattle or hogs economically because they are not using a feeding floor, and concrete is practically the only material with which a feeding floor can be constructed in a satisfactory manner.

Then there is a wide use for concrete in building retaining walls, in the laying of sidewalks, the making of concrete posts, stock watering tanks, hog troughs, etc.

In order to get the best results, the concrete should be mixed in batches. The water should not be put into the mixer with a hose, but should be measured, and when the proper consistency has been found, use the same amount, exactly, for each batch. No loam dust, vegetable matter or clay should be allowed in the material, as it tends to keep the cement from

binding into a solid mass. Use sharp, clean sand always.

A concrete mixer should be used not only because it makes the work so much easier but also for the reason that it insures a more uniform mix, which is essential to strength and durability.

For farm use the concrete mixer should be of the portable type, small and light so that it can be transported quickly and easily, yet of sufficient capacity to turn out mixes fast so that it may be used to advantage on many of the larger jobs on the farm or in the neighborhood.

Jamesway Farm Engineers have realized the need for a real concrete mixer of this type, and have made it possible for the farmer to do the important cement work on his farm in a more satisfactory manner, and with greater ease than ever before.

This little mixer is especially valuable in the laying of concrete floors in the barn. It is small enough to be taken through an ordinary door. One of these mixers was recently used in school house construction work. \$1,500 of concrete work was done inside, and it could not very well have been done by a large mixer, unless a wall had been torn down.

For this same reason, the Jamesway mixer is also a wonderful mixer for winter work, making it possible to mix concrete inside the building.

Claude E. Snyder & Sons, of Janesville, Wisconsin, are enthusiastic in recommending this little mixer. They say, "We are now using the Jamesway Concrete Mixer, purchased from you some time ago, and having used various types and makes of mixers covering a period of several years in concrete construction, we feel free to say the Jamesway Concrete Mixer is perfection, as it is very speedy, well built and designed, and mixes wet or dry batches very thoroughly. For convenience and speed in operation and transporting, it is the most practical mixer we have ever used."

John Werner, of Johnson Creek, Wis-

consin, has used other makes of mixers, but says he likes the Jamesway best. He likes especially the feature which keeps the mixer in gear and running while being dumped. It appeals to him because it is so easy to handle and handy to move from one job to another. Regarding the hopper he says, "It is the finest arrangement in the world." In his estimation the hopper feature saves at least one-half the time of a man or the men doing the work.

J. W. Crawford of Dixon, Illinois, has used the mixer in the laying of cement floors, in the foundation for farm buildings and for sidewalks, and found it "entirely satisfactory in every way," using the words

found in his own letter. The fact is that this little mixer either on skids or on the truck, and complete with the covered gas engine, has become a real friend to the farmer.

That such a machine soon pays for itself are the words of Mr. G. Emery Bray, superintendent of the Wisconsin School for the Deaf at Delavan, Wisconsin. He says, "The machine has given excellent satisfaction in many ways used. It is used mostly by the boys at the institution under the most severe tests. I cannot speak too highly of this machine, and am sorry that we did not have it before. It actually paid for itself the first year in the laying of sidewalks alone. You may use my name at any time as a reference for this machine."

If you have concrete work to do on your farm, write to us for further information regarding the special features of this speedy, handy mixer.



Jamesway Mixer in action. For complete description and prices, send for our bulletin.



Cut Down Your Feed Cost

Most intelligent dairymen to-day know their business. They know that big production depends not only on good *breeding* but on good *feeding*. In fact, good feeding is more important because improved feeding gives immediate returns.

A cow makes milk from feed and water, nothing else. In addition to furnishing the cow with all the roughage she will consume and all the water she will drink, a certain amount of concentrates must be supplied if you want to get an abundance of milk.

The amount of concentrates to be fed to the individual cow is determined by the production of that cow. The general rule followed by good dairymen is to feed one pound of grain to every 3 or 4 pounds of milk the cow yields. The richer the milk, the heavier should be the grain ration.

Concentrates cost money. But they are absolutely essential to profitable milk pro-

duction. The man who guesses about the amount to feed each cow, or the man who feeds the same ration all along the line loses money in two ways — twice a day!

1. He gives the low-producing cow anywhere from 1 pound to 5 pounds more of expensive concentrates than her milk record entitles her to receive.

2. He gives the high-producing cow less feed than she should have to maintain maximum production. Cutting her ration just one pound means cutting her milk yield 3 pounds! $1\frac{1}{2}$ quarts of good milk lost to the dairyman because of "guess-feeding"! And that loss is just from one cow in the herd. Multiply that by 20 or 30, or more, and you'll begin to realize what a big loss this amounts to in only one month!

Whether your herd is large or small, whether you are feeding 20 cows, or 200

or more, your feed costs will show a welcome decrease and your profits a gratifying increase the day you put your cows on an individual ration basis. You will save feed and you will get more milk!

The Jamesway Ration Feed Truck was developed by us on the James Farms because we felt the need of equipment that would insure absolute accuracy in feeding and would simplify the feeding operation.

Each truck contains 40 drawers — 20 on either side. The number on each drawer corresponds to the number of the cow for whom the feed is intended.

The drawers are really scoops, being 6 inches wide, 6 inches deep, and 20 inches long. Each holds about 8 pounds. The bottom of each drawer is graduated, so that the herdsman can tell at a glance how far to fill with feed.

With a milking chart before you, it is an easy matter for you to see the amount of feed each cow requires, and to fill the drawer to the corresponding graduation in the feed room. (One pound of feed to every 3 to 4 pounds of milk is the usual rule.)

When the ration drawers have all been filled, the truck is wheeled down the feed alley and each cow fed the ration in her drawer.

With a Jamesway Feed Ration Truck in use, it is possible for the farm manager to be away from the farm occasionally at feeding time, for the rations can be made up in advance and the barn man can then do the feeding.

The Jamesway Feed Ration Truck

is built of heavy, galvanized steel sheets, strongly reinforced. The body is of A-1 maple. The large wheels of the truck are provided with a heavy guard, as shown in the illustrations. Each truck is also provided with two small wheels, one below either end, each set in a swiveled frame.

The drawers are constructed of best-quality sheet steel throughout. No wood to warp or crack or get out of shape; nothing to rot, sour, or get unsanitary. Each drawer has a heavy, firm-grip handle riveted on.

This truck is built to give many years of uninterrupted, satisfactory service, and will make and save money for you every day of its lifetime.

These are days of know-how methods, of greater efficiency and economy, of short cuts to better results.

Do your feeding with a Jamesway Feed Ration Truck. Write to us for a more complete description and our remarkably low price.

With the milk chart as a guide you can easily tell how much feed to scoop up for each cow. The number of the drawer corresponds to the number of the cow on the chart.



Instructions to Jameswaymen



(Being extracts from a letter written to Jameswaymen by W.W. Cope, General Sales Director for the Jamesway Farm Engineers, and printed here by permission.)

Ft. Atkinson, Wis.,
January 2, 1923.

To Jameswaymen:

Always remember that the Jamesway stands or falls in your territory according to the measure of Service you render to those with whom you come in contact.

Believe in *giving* as well as in *getting*! If you haven't it in your power to save and make money for a man, do not try to get an order from him.

Your customer's interests are your interests. By serving him you are serving yourself — and you are serving your company as it wishes to be served. You cannot build a good house with rotten bricks. You cannot build good business with shady, selfish methods. "He profits most who serves best." If you will look out for your customers' interests, first, last, and all the time, you need never worry about a lack of business.

Tell the truth squarely. We are backing you with honest equipment of which you need never be ashamed. Do not claim for Jamesway equipment more than you know it can and will perform. Though you may be out-promised scores of times, stick to facts! Make performance square with promise.

The Golden Rule is just as good a business maxim today as it was two thousand years ago. Look at every farmer's proposition from his side of the fence. Do as you would be done by. The immediate business from a farmer is not so important; but his confidence, respect, and goodwill is. Be more than a business-getter. Be a business-builder!

Be sincere. Be conscientious. Be helpful always. Remember, above all, that "he profits most who serves best!"

Sincerely,

General Sales Director.

WANTED!

MEN SEEKING A REAL OPPORTUNITY

TO MEN who can qualify as Jameswaymen, we are offering a real opportunity to build a splendid future. We need a few more men in our sales and service force. We prefer men with well-rounded practical farm experience or with agricultural college training.

SELLING A SERVICE

Jamesway customers want facts. They are not interested in fancy talk, nor in "slick selling." Our customers are interested not so much in stalls, carriers, drinking cups, ventilators, or other commodities, as they are in the *Service* these commodities will render them. If you are interested first of all in rendering a real service and then — *and then only* — in making a sale, you are the kind of man we want.

You will be given a thorough training by Jamesway Farm Engineers. You will be expected as a Jameswayman to qualify yourself by study and experience to be a Jamesway Farm Engineer.

We have built a big business through seventeen years of square dealing. We want only such men whose character, personality, and ambitions are in keeping with Jamesway four-square principles. In short, we want men who will live up to the Instructions to Jameswaymen given in the letter on the opposite page.

If you are interested and believe you can qualify, address

General Sales Director
JAMESWAY FARM ENGINEERS
James Manufacturing Co.
Fort Atkinson, Wis.

Jamesway "Safety First" Bull Staff

Don't take chances! Your "gentle" bull may turn on you tomorrow. The lust to kill comes suddenly. Don't wait until too late. It is better to be safe than sorry.

Use a Jamesway "Safety First" Bull Staff. It will insure you against bull accidents. It makes the bull behave!

Shipping weight 6 lbs. Add parcel post charges. Price, \$4.60.



Jamesway Feed Basket



Especially adapted for test pens or wherever it is desired to feed an individual ration. As a handy basket to supplement the feed truck it has no equal. Made of heavy, galvanized sheets. Handles riveted to sides with strong rivets. Rounded bottom.

One and one-half bushels capacity.

May be shipped by parcel post, express, or freight. Weight 11 lbs.

Price: \$2.90 f. o. b. Ft. Atkinson or Elmira, N. Y. Add parcel post charges to your town when remitting for any of these articles.

Jamesway Adjustable Milk Stool

With Pail Holder Attachment

Adjustable from 14 inches down for your comfort. Comfortable, warm wood top of seasoned birch. Not a bolt or piece of cold metal to touch you. Malleable iron reinforcement below. Sanitary and easily kept clean. Strong and durable. Use it in the barn, auto, or wherever an extra seat will come in handy. Get several. Sent by post, express, freight. Weight of stool 6 lbs.; holder 1 3/4 lbs.

Price: Milk Stool \$1.50; Pail Holder 75c; Milk Stool and Pail Holder \$2.25, f. o. b. Ft. Atkinson or Elmira.

